## JOB DESCRIPTION

**Market Research Analyst, Marketing, Communications & Marketing**

Vacancy Ref: N1696

<table>
<thead>
<tr>
<th>Job Title: Market Research Analyst</th>
<th>Present Grade:</th>
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<tr>
<td><strong>Department/College:</strong> Communications and Marketing</td>
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<td><strong>Directly responsible to:</strong> Market Research Manager</td>
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<td><strong>Supervisory responsibility for:</strong> N/A</td>
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**Other contacts**

**Internal:** Central administrative staff, Senior Management Team, ISS and Library staff, Faculty and departmental staff

**External:** External agencies, suppliers and providers, other institutions and organisations as appropriate.

**Major Duties:**

To provide a high level of administrative support for all aspects of the Marketing Team’s market research activity. Duties will include:

### Market Research Support

- To provide administrative support for research fieldwork including, but not limited to; coordinating focus groups and recruitment, managing survey distribution, liaising with respondents and managing their queries, and ensuring swift payment of incentives to research participants.
- To conduct survey design, fieldwork and analysis to inform student recruitment and marketing activities.
- To collate, analyse and interpret data from a wide range of primary and secondary sources to support the Market Research Manager and faculty Marketing Managers.
- To liaise with and manage external suppliers to facilitate the delivery of research projects.
- To set up, manage and facilitate research panels.
- To maintain an up-to-date, online library of market research information.

### Course Portfolio Research

- To create and implement an analysis and reporting structure for new programme development research.
- To review proposed new programmes and existing courses, using a variety of data sources to explore the extent of the market and make sound recommendations to maximise market demand.

### Market Scanning

- To undertake regular research to develop the Marketing Team’s understanding of the competitive environment. This may include, but not be limited to, identifying and exploring market trends, competitor analysis and other market scanning activities.

### Campaign Touchpoint Evaluation

- To manage and maintain a programme of evaluation for the University’s events and other touchpoints within the recruitment cycle, including qualitative, quantitative and desk research as appropriate.
- Other research and support tasks commensurate with the grade, as directed by the Market Research Manager.
- Willingness to work / attend events outside of the standard working hours where required.